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Noches De Baile Competencia '99

Presented by:
Philip Morris
Producer:
Cárdenas/Fernández & Associates, Inc.
Tel: (312) 421-5272 • Fax: (312) 421-4878
Tel: (305) 358-8858 • Fax: (305) 358-5363



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Event Concept

- Nation's 2nd annual largest and richest Latin dance contest
- Grassroots program which capitalizes on the current Latin dance trend
- Open to amateur dance couples (At least 21 years of age)
- Contestant's will perform at least 3 dances
  - Mexican Region/Tejano
    - Norteño
    - Cumbia
    - Quebradita
  - Salsa Region
    - Salsa
    - Merengue
    - Free Style
- A maximum of 12 couples will compete at each nightclub.
- Each dance will be rated on a scale of 1-10 by a group of qualified judges.
- Couple with the highest score will win 1st prize and advance to the regional competition.



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Competition Overview

- Local Competition will run 5 weeks
  - 2 weeks of pre-promotion
    - Announcing competition
  - 2 weeks of preliminaries
    - 1st, 2nd and 3rd place preliminary contest winners will advance to the local competition.
  - 1 week of Local Competition
    - First place winner will advance to the Regional Competitions
- Regional Competitions
  - Three different weekend Regional Competitions per Region (Mexican/Salsa)
  - First Place winners will advance to National Competition
- National Competition
  - One National Competition weekend per Region (Mexican/Salsa)
  - Three couples will compete for the 1st, 2nd and 3rd place

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Club Benefits

- Incentives to Clubs
  - Contracting DJ for night of event
- Increase Exposure
  - Advertising in local media print
    - Expand Clientele
  - All participating clubs will be listed
    - In all press release information
    - In article reviews (see attached)



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Prize Structure

- Local Winners
  - 1st Place Awards $500.00
  - 2nd Place Awards $250.00
  - 3rd Place Awards $100.00
- Regional Winners
  - 1st Place Awards $1500.00
  - 2nd Place Awards $1000.00
  - 3rd Place Awards $ 500.00
- National Winners
  - 1st Place Awards $10000.00
  - 2nd Place Awards $ 5000.00
  - 3rd Place Awards $ 2500.00



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Upon Club Acceptance

- Club owner completes Club Profile Form
- Philip Morris reviews Club Profile Form
- Upon Philip Morris approval, club owner & CFA, Inc. mutually agree upon the "hottest" day(s) to hold competition
- Club owner signs "Noches de Baile Competencia" Club Venue Contract.



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